Danilo Radovic
Senior Product Designer

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Open to relocation anywhere in Europe, North America, or Asia.

Summary

Product designer with 8+ years of experience working on mobile and web products for both startups and larger companies. Specialising in designing, leading, and scaling digital products.

Tools

Figma, Paper, Claude Code, Cursor, Krea, Jitter, Midjourney, Linear, Willow Voice, Granola

Core Skills

- End-to-end product design, from discovery to working features built in code.
- Effective individual contributor with a systematic approach to problem solving.
- Strong in visual design & branding, delivering cohesive, platform-consistent aesthetics.

Education

2012 – 2015 **BA Graphic Design**
University of Applied Arts
Belgrade – Serbia

Languages

Serbian	Native
English	Fluent

Experience

Apatay
Apr 2026 – Present

Senior Product Designer • Contract
Leading design for a curated AI marketplace, from core flows and features to the brand visual language.

JobCloud
Jan 2024 – Nov 2025

Product Designer • Full-time
Led the redesign of the jobs.ch & jobup.ch platforms on IOS/Android, driving a 3x increase in user traffic across the Swiss market.
Won the Business Impact award at Best of Swiss Apps 2024.
Optimised and expanded the native design system, working closely with the web teams to keep both platforms consistent.

Wingman AI
Oct 2022 – Oct 2025

Product Designer • Contract
Designed the core interface and built a design system for an autonomous drone app.
Prototyped and live-tested a Steam Deck app, refining user-drone interaction for a more intuitive experience.
Created the company website, pitch decks, and marketing materials, boosting its online and offline presence.

Orook
Jan 2022 – Jan 2023

UX/UI Designer • Contract
Redesigned the marketing website for a construction-industry recruiting platform, driving more user sign-ups.

Noformat
Aug 2021 – Mar 2022

UX/UI Designer • Full-time
Designed websites for Asian Legacy Library, Cigarroa Health Clinic, Southern Cross, and others.
Facilitated naming, branding, and UX discovery workshops with the team and with clients.

Obodo
Aug 2020 – Mar 2021

Product Designer • Contract
Overhauled Down Your High Street, a UK marketplace for 600+ independent retailers, using Baymard research to improve the platform's visibility.

Kontrast Studio
Sep 2018 – Feb 2020

Product Designer • Full-time
Owned end-to-end design of Archways to Careers, a career app launched in 2020 that gave 50,000+ McDonald's employees across 14,000+ locations access to career guidance and tuition assistance.
Worked on TheCollegeFair app, College Confidential platform, and uCoach app, designing and maintaining features and design systems.

Wireless Media
Mar 2018 – May 2018

UX/UI Designer • Internship
Collaborated closely with lead designers, helping them shape web and mobile products for multiple clients.

Leo Burnett
Mar 2017 – Mar 2018

Graphic Designer • Full-time
Designed marketing, branding, and digital assets for large client campaigns across South-Eastern Europe.

Deepscreen GmbH, Coba, NOA
2016

Graphic/Web Designer • Internships
Completed 3 design internships, producing website visuals, branding assets, and various marketing materials.

Side project 2025 – Present
www.grape.rs
Building Grape, a wine production app backed by a grant from the Serbian Innovation Fund.